

### **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the application.

#### **Listing of Claims:**

Claims 1-54 (Cancelled).

Claim 55 (Currently Amended): A method of communicating a commitment made by an online entity in an online marketplace to a selling practice, the commitment communicated to a potential buyer in the online marketplace, the method comprising:

accepting the commitment by the online entity in the online marketplace to the selling practice prior to any interaction in the online marketplace between the online entity and the potential buyer, wherein the selling practice comprises providing a buyer guarantee to address post-sale buyer dissatisfaction, and wherein the online entity selects a guarantee level;

monitoring compliance of the online entity with the commitment to the selling practice during previous interactions with previous buyers, prior to any interaction in the online marketplace between the online entity and the potential buyer;

when the entity fails to comply with the commitment to the selling practice, automatically restricting display of the online entity as a result of a search engine; and

when the entity complies with the commitment to the selling practice, delivering a media object to a device for presentment to the potential buyer, the media object representative of the commitment and comprising an electronic seal of certification.

Claim 56 (Original): The method of claim 55 wherein the selling practice comprises use of an online payment system.

Claim 57 (Cancelled).

Claim 58 (Currently Amended): The method of claim ~~55~~57 wherein the buyer guarantee is monetary.

Claim 59 (Currently Amended): The method of claim 5557 wherein the buyer guarantee is service delivery monetarily backed.

Claim 60 (Currently Amended): The method of claim 5557, wherein the buyer guarantee comprises a guarantee provided by a third party.

Claim 61 (Cancelled).

Claim 62 (Currently Amended): The method of claim 5560 wherein differing levels of the guarantee level have different prices to the online entity.

Claim 63 (Currently Amended): ~~The method of claim 55~~

A method of communicating a commitment made by an online entity in an online marketplace to a selling practice, the commitment communicated to a potential buyer in the online marketplace, the method comprising:

accepting the commitment by the online entity in the online marketplace to the selling practice prior to any interaction in the online marketplace between the online entity and the potential buyer;

monitoring compliance of the online entity with the commitment to the selling practice during previous interactions with previous buyers, prior to any interaction in the online marketplace between the online entity and the potential buyer;

when the entity fails to comply with the commitment to the selling practice, automatically restricting display of the online entity as a result of a search engine; and  
when the entity complies with the commitment to the selling practice, delivering a media object to a device for presentment to the potential buyer, the media object representative of the commitment and comprising an electronic seal of certification,

wherein the delivering is optional with the online entity.

Claim 64 (Original): The method of claim 55 wherein accepting the commitment comprises accepting the commitment online.

Claim 65 (Cancelled).

Claim 66 (Previously Presented): The method of claim 55 further comprising delivering a non-unique second media object supplied by a system associated with an online marketplace.

Claim 67 (Previously Presented): The method of claim 66 wherein the media object which is representative of the commitment is unique to the online entity and presented together with the second media object supplied by the system of the online marketplace.

Claim 68 (Previously Presented): The method of claim 55, further comprising:  
allowing the potential buyer to request information regarding the commitment using the media object; and  
delivering information representative of the commitment to the potential buyer.

Claim 69 (Currently Amended): ~~The method of claim 68~~

A method of communicating a commitment made by an online entity in an online marketplace to a selling practice, the commitment communicated to a potential buyer in the online marketplace, the method comprising:

accepting the commitment by the online entity in the online marketplace to the selling practice prior to any interaction in the online marketplace between the online entity and the potential buyer;

monitoring compliance of the online entity with the commitment to the selling practice during previous interactions with previous buyers, prior to any interaction in the online marketplace between the online entity and the potential buyer;

when the entity fails to comply with the commitment to the selling practice, automatically restricting display of the online entity as a result of a search engine; and

when the entity complies with the commitment to the selling practice, delivering a media object to a device for presentment to the potential buyer, the media object representative of the commitment and comprising an electronic seal of certification,

allowing the potential buyer to request information regarding the commitment using the media object; and

delivering information representative of the commitment to the potential buyer, wherein the allowing step is accomplishing by allowing the potential buyer to click on the media object.

Claim 70 (Previously Presented): The method of claim 55, further comprising displaying the media object to include a marketplace identification or a business name for the online entity.

Claim 71 (Previously Presented): The method of claim 55, further comprising displaying the media object to include information specific to a program within an online marketplace.

Claim 72 (Previously Presented): The method of claim 55, further comprising displaying the media object to include a particular sub-marketplace of the marketplace.

Claim 73 (Previously Presented): The method of claim 55, further comprising displaying the media object to include information for a specific result displayed through the search engine.

Claims 74-155 (Cancelled).

Claim 156 (Previously Presented): The method of claim 55, further comprising displaying the media object as a portion of results from the search engine.

Claims 157-163 (Cancelled).

Claim 164 (Currently Amended): The ~~system of claim 83~~ method of claim 55, wherein monitoring compliance comprises monitoring historical or current marketplace data.

Claim 165 (Currently Amended): The ~~method system~~ method of claim 164, wherein the marketplace data comprises a reputation rating of the online entity.

Claim 166 (Currently Amended): The ~~method system~~ method of claim 164, wherein the marketplace data comprises sales characteristics of the online entity.

Claims 167-171 (Cancelled).

Claim 172 (Currently Amended): The method of claim 55, wherein the commitment to the selling practice further comprises a commitment to participate in a post-sale online dispute resolution process.

Claim 173 (Currently Amended): The method of claim ~~55~~ 74, wherein the commitment to the selling practice further comprises at least one of a commitment to participate in a post-sale online dispute resolution process[,], or a commitment to disclose a post-sale service policy, ~~or a commitment to a buyer guarantee that addresses post-sale buyer dissatisfaction.~~

Claims 174-177 (Cancelled).

Claim 178 (New): The method of claim 63, wherein the selling practice comprises use of an online payment system.

Claim 179 (New): The method of claim 63, wherein the selling practice comprises providing a buyer guarantee to address post-sale buyer dissatisfaction.

Claim 180 (New): The method of claim 179, wherein the buyer guarantee is monetary.

Claim 181 (New): The method of claim 179, wherein the buyer guarantee is service delivery monetarily backed.

Claim 182 (New): The method of claim 179, wherein the buyer guarantee comprises a guarantee provided by a third party.

Claim 183 (New): The method of claim 179, wherein the online entity selects a guarantee level.

Claim 184 (New): The method of claim 179, wherein differing levels of the guarantee level have different prices to the online entity.

Claim 185 (New): The method of claim 63, wherein accepting the commitment comprises accepting the commitment online.

Claim 186 (New): The method of claim 63, further comprising delivering a non-unique second media object supplied by a system associated with an online marketplace.

Claim 187 (New): The method of claim 186, wherein the media object which is representative of the commitment is unique to the online entity and presented together with the second media object supplied by the system of the online marketplace.

Claim 188 (New): The method of claim 63, further comprising:  
allowing the potential buyer to request information regarding the commitment using the media object; and  
delivering information representative of the commitment to the potential buyer.

Claim 189 (New): The method of claim 188, wherein the allowing step is accomplishing by allowing the potential buyer to click on the media object.

Claim 190 (New): The method of claim 63, further comprising displaying the media object to include a marketplace identification or a business name for the online entity.

Claim 191 (New): The method of claim 63, further comprising displaying the media object to include information specific to a program within an online marketplace.

Claim 192 (New): The method of claim 63, further comprising displaying the media object to include a particular sub-marketplace of the marketplace.

Claim 193 (New): The method of claim 63, further comprising displaying the media object to include information for a specific result displayed through the search engine.

Claim 194 (New): The method of claim 63, further comprising displaying the media object as a portion of results from the search engine.

Claim 195 (New): The method of claim 63, wherein monitoring compliance comprises monitoring historical or current marketplace data.

Claim 196 (New): The method of claim 195, wherein the marketplace data comprises a reputation rating of the online entity.

Claim 197 (New): The method of claim 195, wherein the marketplace data comprises sales characteristics of the online entity.

Claim 198 (New): The method of claim 63, wherein the commitment to the selling practice comprises a commitment to participate in a post-sale online dispute resolution process.

Claim 199 (New): The method of claim 63, wherein the commitment to the selling practice comprises at least one of a commitment to participate in a post-sale online dispute resolution process, a commitment to disclose a post-sale service policy, or a commitment to a buyer guarantee that addresses post-sale buyer dissatisfaction.

Claim 200 (New): The method of claim 69, wherein the selling practice comprises use of an online payment system.

Claim 201 (New): The method of claim 69, wherein the selling practice comprises providing a buyer guarantee to address post-sale buyer dissatisfaction.

Claim 202 (New): The method of claim 201, wherein the buyer guarantee is monetary.

Claim 203 (New): The method of claim 201, wherein the buyer guarantee is service delivery monetarily backed.

Claim 204 (New): The method of claim 201, wherein the buyer guarantee comprises a guarantee provided by a third party.

Claim 205 (New): The method of claim 201, wherein the online entity selects a guarantee level.

Claim 206 (New): The method of claim 201, wherein differing levels of the guarantee level have different prices to the online entity.

Claim 207 (New): The method of claim 69, wherein the delivering is optional with the online entity.



Claim 208 (New): The method of claim 69, wherein accepting the commitment comprises accepting the commitment online.

Claim 209 (New): The method of claim 69, further comprising delivering a non-unique second media object supplied by a system associated with an online marketplace.

Claim 210 (New): The method of claim 209, wherein the media object which is representative of the commitment is unique to the online entity and presented together with the second media object supplied by the system of the online marketplace.

Claim 211 (New): The method of claim 69, further comprising displaying the media object to include a marketplace identification or a business name for the online entity.

Claim 212 (New): The method of claim 69, further comprising displaying the media object to include information specific to a program within an online marketplace.

Claim 213 (New): The method of claim 69, further comprising displaying the media object to include a particular sub-marketplace of the marketplace.

Claim 214 (New): The method of claim 69, further comprising displaying the media object to include information for a specific result displayed through the search engine.

Claim 215 (New): The method of claim 69, further comprising displaying the media object as a portion of results from the search engine.

Claim 216 (New): The method of claim 69, wherein monitoring compliance comprises monitoring historical or current marketplace data.

Claim 217 (New): The method of claim 216, wherein the marketplace data comprises a reputation rating of the online entity.

Claim 218 (New): The method of claim 216, wherein the marketplace data comprises sales characteristics of the online entity.

Claim 219 (New): The method of claim 69, wherein the commitment to the selling practice comprises a commitment to participate in a post-sale online dispute resolution process.

Claim 220 (New): The method of claim 69, wherein the commitment to the selling practice comprises at least one of a commitment to participate in a post-sale online dispute resolution process, a commitment to disclose a post-sale service policy, or a commitment to a buyer guarantee that addresses post-sale buyer dissatisfaction.